DOCUMENT RESUME

ED 388 329 JC 950 512

TITLE	Kent Trumbull Student Transfer Behavior. Survey Results, Conclusions, and Implications.
INSTITUTION	Kent State Univ., Warren, OH. Office of Institutional Research.
PUB DATE	[Apr 95]
NOTE	18p.
PUB TYPE	Reports - Research/Technical (143)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Articulation (Education); Mail Surveys; Multicampus Colleges; Outcomes of Education; *Participant Satisfaction; *Student Attitudes; Student Costs; Student Motivation; Telephone Surveys; *Transfer Students; Two Year Colleges; Two Year College Students
IDENTIFIERS	Kent State University OH Trumbull Campus

ABSTRACT

A study was conducted at the Trumbull Campus of Ohio's Kent State University (KSU) to gather data on the motivations and characteristics of students who transferred from the campus. A sample was developed from the 423 students who requested transcript forms in 1992 and 1993, as well as 50 students identified as having transferred to KSU's Kent Campus. Telephone interviews were conducted with 61 of the students who requested transcripts, while written surveys were received from another 23. In addition, surveys were obtained from 13 of the Kent transfers, resulting in a total sample population of 97 students. Study results included the following: (1) the institution receiving the highest number of transfers was Youngstown State University, receiving 28 students; (2) with respect to their experience at the Trumbull Campus, the majority of respondents indicated satisfaction with programs and services, indicating that students primarily transferred to access upper division courses and bachelor degree programs; (3) of the students who transferred to KSU's Kent Campus, almost half indicated that they had not originally intended to transfer there; and (4) 33% of these students had received an associate degree before transfer. Recommendations formed based on results included expanding upper division course offerings to delay student transfer from the college; exploring ways to expand child care and placement services; clarifying the regional campuses' role within KSU, focusing on improving acceptance of Kent Trumbull coursework at the main campus and providing easily accessible advising; and increasing electronic linkage between campuses. Data tables and student comments are included. (KP)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED 388 329

Kent Trumbull Student Transfer Behavior

Survey Results, Conclusions, and Implications

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

J. Robertson

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

This document has been reproduced as received from the person or organization originating it.

Minor changes have been made to improve reproduction quality.

Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

Office of Institutional Research

BEST COPY AVAILABLE

JC 950 512

BEST COPY AVAILABLE

This report has been organized in such as way as to present the conclusions and implications for action first. This has been done to facilitate administrative analysis. The reader may wish to refer to the discussion of the data for a more complete picture of the findings.

The report's conclusions and implications have been constructed using both the investigations survey responses and practitioner experience working and communicating with students in the regional and Kent campus environments.

CONCLUSIONS

Transfers to other institutions

Why do students choose institutions other than one of Kent State University's campuses? Students transfer from the Kent Trumbull Campus primarily to access upper division courses and baccalaureate degree programs. Though there is indication that choices are made to access specific programs not offered in the Kent system, this number is small.

Students indicate that their choice of where to transfer was influenced primarily by familiarity with the institution to which they transfer. This knowledge and familiarity with an institution may come from a family member or close friend. Students, for example, chose Youngstown State University because they knew more about YSU's programs, services, and location. Also, students indicated location was a major factor in transferring. Students choosing Youngstown State indicated doing so because it was closer to their homes. It should be noted that distance is a matter of perception, if not reality. Youngstown State University is in the Mahoning Valley. The Warren/Trumbull

County area is generally considered part of the Mahoning Valley and consequently more closely identified with Youngstown than with the Kent/Portage County area. This identification with the Mahoning Valley area leads to the perception that Youngstown is closer in distance than that of Kent when it may not be, particularly for students residing in the western portions of Trumbull county.

Respondents identified themselves as pursuing a wide variety of majors and degree programs. Nursing and Business had the largest number of students, with the remainder of responses divided into 9 other majors. This pattern seems to indicate that students are not transferring out of or into any particular program.

Students transferring do not choose other institutions because they are dissatisfied with Kent Trumbull. The current study does not indicate glaring programmatic and/or service deficiencies, although additional data may reveal deeper insight into specific problem areas.

Kent Campus transfers

Though the number of Kent campus transfers is relatively small several inferences can be made from the responses. First, the small number of students deciding to transfer to the Kent campus is an indication of a less than aggressive internal recruitment process. The survey responses do not indicate specific problem areas but rather portray an environment that is not facilitative to the transfer of students to the Kent campus. The impression given to regional campus students is that there is no active interest in their staying within the University. Programs,

publications, and activities often make no reference to regional campus students. Students who transfer to the Kent campus often find it difficult to become acclimated to the larger campus, particularly difficult is conducting business, seeing advisors, completing paper work, etc.

IMPLICATIONS FOR PRACTICE\POLICY\SERVICE.

Several issues for policy\procedure consideration are indicated by this study of transfer behavior.

1. Student transfer from Kent Trumbull can be delayed with expanded offering of upper division course work.

2. The message of how close in distance Kent actually is, particularity real driving time and real costs of Kent Campus will affect students transfer decisions.

3. Exploration of ways to expand services to satisfy the local needs of students. Two areas of student services were specifically mentioned placement services and child care were mentioned by a number of students.

4. Clarification of the regional campuses' role within the university, specifically the commitment to recruiting regional campus students for transfer within the University's campuses. Also, working within the institution to eliminate barriers for regional campus students to transfer, particularly, but not limited to:

   Continued efforts to improve the acceptance of Kent Trumbull course work into the University's, Schools', and Colleges' programs will be effective in increasing the numbers of students deciding to transfer to the Kent Campus.

   Easily accessible comprehensive advising.

   Comprehensive programs designed to more aggressively orient regional campus students to the Kent campus in general, and specific programs within the universities schools and colleges.

   Expansion of course offerings on the regional campuses. Regional campus students will commit to Kent campus academic programs to which they have local access.

5. On going efforts to increase the electronic linkage of all of the universities campuses and to improve access to data by regional campuses.

DISCUSSION OF THE SURVEY DATA

This is an investigation of the transfer behavior of Kent State University Trumbull Campus students. Students transfer from Kent Trumbull to other Kent State University campuses as well as to other institutions. This movement of students has gone without any consistent attempts to systematically explore aspects of student transfer behavior. The primary reason for this lack of investigation into student transfer behavior is due to the absence of any method of identifying and tracking transferring students. It is also somewhat difficult to monitor students transferring within the University's campuses because of the inability to easily access student data for students who move from one Kent campus to another. Though this situation is improving as technology becomes available to all of Kent's campuses; to date, data access is cumbersome and time consuming.

METHOD OF IDENTIFYING TRANSFER STUDENTS

In the absence of easily accessible procedures for tracking transfer activity, copies of transcript request forms for 1992 and 1993 were used as a source from which to identify a population of students who have transferred. A total of five hundred twenty (520) transcript request forms were used to extract contact information using the student master data base. Contact data for four hundred twenty three (423) students were compiled for use as a telephone survey population.
An additional fifty (50) students were identified from the student master data base as Kent Trumbull students who transferred to the Kent Campus.

LIMITATIONS

It should be noted that using transcript request forms to identity transfer students has limitations. Students request transcripts for a wide variety of reasons other than for transferring; which means that considerable effort is necessary to separate and identify a population of transferring students. Though some students do request transcripts to be sent to the Kent Campus and other regional campuses, this is not the common practice. The population does not represent the full range of transfer activities.

The survey responses of students who transferred from Kent Trumbull to one of the Kent State University campuses or to other higher education institutions were included in this study of transfer behavior.

TELEPHONE SURVEY

For the population of students identified through transcript request forms a phone survey was constructed consisting of 15 items designed to solicit information from students about their transfer activities. Four hundred twenty three (423) records were available for use as a survey population. A total of ninety-seven (97) completed telephone surveys or approximately 23% of the survey population contacted completed surveys. Students who transferred to other institutions and within Kent State University were included in the study.

In an attempt to survey as many transfer students as possible, a follow-up survey was mailed to one hundred seventy (170) students unable to be contacted by phone. The mailed survey was constructed with items corresponding to those asked by the

telephone survey and was sent to the 170 students unable to be contacted by phone. Thirty three (33) students responded to the mailed survey. The combined survey of potential transfer students both by the telephone survey and the follow up mailed survey identified the following:

63 transfers to another institution
15 transfers to the Kent campus
6 transfers to another of Kent's campuses
* 11 not attending any institution
* 20 transient students from another institution
* 15 current Kent Trumbull Students
(* not included in the current investigation)

The focus of this investigation is transfer behavior, other studies focusing on transients and non-returning students attending other institutions are being conducted. Those survey responses not falling into the transfer student population were included in one of the other student populations currently under investigation.

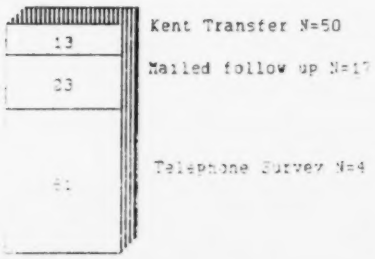
The complete process of surveying the potential transfer student population by telephone and mail resulted in eighty four (84) completed surveys from students who transferred from the Kent Trumbull campus. Sixty one (61) completed transfer student surveys by phone and twenty three (23) from the mailed survey.

In addition to the initial survey of potential transfer students a population of students who transferred to the Kent campus was identified and included in the study.

ANALYSIS OF RESPONSES

The total number of survey responses from surveying all transfer students was combined for a total of ninety seven (97) surveys.

Breakdown of Transfer Study Data Sources



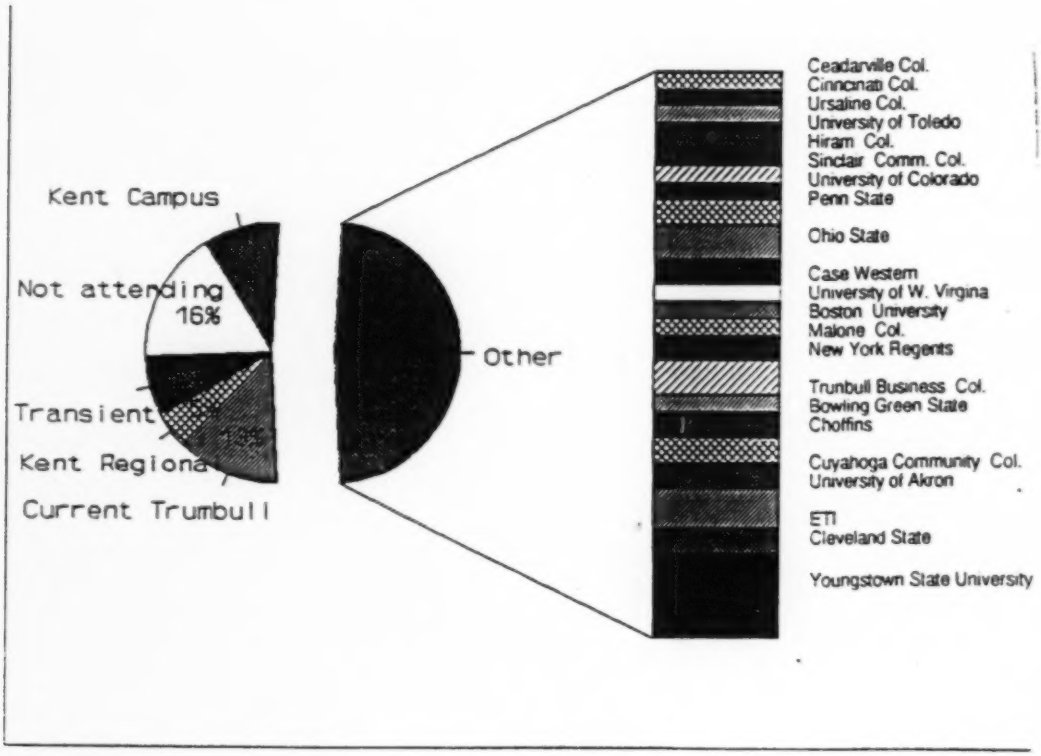
BEST COPY AVAILABLE

INSTITUTIONS TO WHICH STUDENTS TRANSFER

The most often identified institution for transferring to was Youngstown State University with 28 students.

The other institutions identified:

The University of Akron (6)
The Ohio State University (3)
Trumbull Business College (3)
Bowling Green State (2)
Choffin (1)
Malone (1)
Sinclair Community College (1)
Cuyahoga Community College (1)
ETI (1)
University of Toledo (1)
Cincinnati College of Mortuary Science (2)
Case Western Reserve (2)
Penn State (2)
Hiram College (2)
New York Regents College (2)
U. of West Virginia (1)
Boston University (1)
Cleveland State (1)
University of Colorado (1)
Ceadarville College (1)
Ursuline College (1).



BEST COPY AVAILABLE

STUDENT SATISFACTION WITH KENT TRUMBULL

Students were asked to rate their Kent Trumbull experience on a scale of 1-10. (1 being poor; and 10 being excellent.)

# of People	Rating
1	three
3	five
1	six
28	seven
24	eight
15	nine
12	ten
5	No rating

Responses indicate students do not transfer from Kent Trumbull because they are dissatisfied with programs and services, but rather to access degree programs.

STUDENT SUGGESTED CHANGES IN KENT TRUMBULL PROGRAMS\SERVICES

Students were also asked to identify changes necessary in policies, programs and services that would have assisted them.

# of Responses	Comments
19	would not change anything
20	needed more upper division courses
8	indicated child care services
8	indicated that Kent Campus needed to accept more Kent Trumbull credits.
2	said we should be on quarters vs. semesters
1	indicted we needed to be more liberal with LPN experiences transferring into the RN program
2	need for better placement services

(See attachments for spec fic comments)

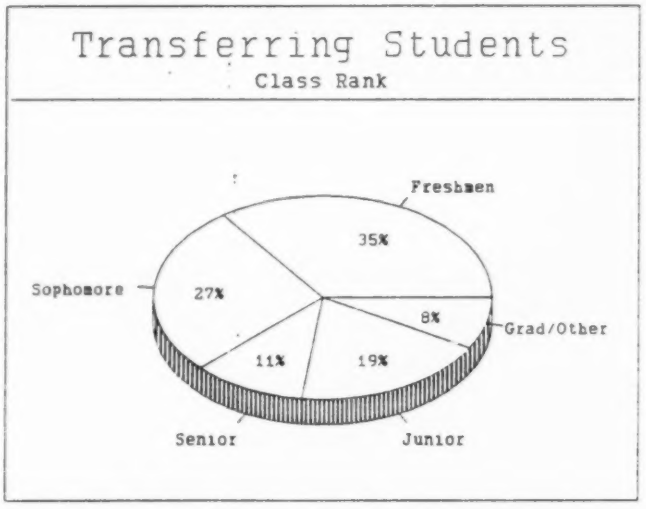
COMPARISON OF KENT TRUMBULL TO STUDENTS' TRANSFERRED INSTITUTION

Students were asked to compare Kent Trumbull with the institution to which they transferred, in an attempt to identify any areas of dissatisfaction.

- . . 32 responded that the institutions were the same
- . . 4 said classes were better at their current institution
- . . 8 indicated they just started and didn't know
- . . 15 said their current institution was larger with bigger class sizes
- . . 2 students said that they felt paperwork was processed faster at the transferred institution than at Kent Trumbull
- . . 2 respondents indicated their courses were quicker (quarters)
- . . 1 student indicated that they got to know more people

CLASS RANK OF TRANSFERRING STUDENTS

An equal number of responses indicated their class rank as freshman and sophomores (34 and 26 respectively) with the remaining 18 juniors, 11 seniors, and 8 students identifying themselves as either graduate students or did not identify any class rank.



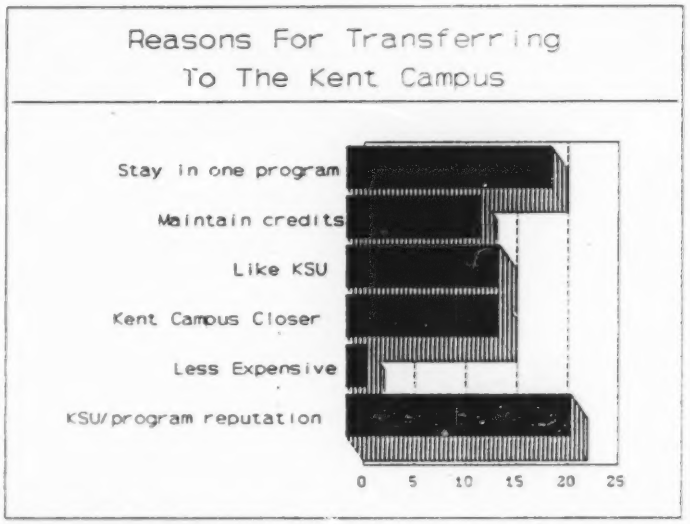
MAJORS

Nursing	16	Technology	3
Business	14	Undecided	9
Computer Science	7	Psychology	6
Physical Therapy	3	Sociology	5
Criminal Justice	5	General Education	12
Special Ed.	5	Deaf Education	2

Students were asked if they had any particular problems with transferring. Fifty eight (58) students responded as not having any problems, four (4) indicated problems in the transfer of transcript materials. The remaining students gave no response.

Kent Campus Transfers

Student who transfer within Kent State University campuses possess important insights for assessing internal processes and services. Fifty students (50) were identified through the student master data base as having transferred from Kent Trumbull to the Kent campus. Those fifty students were surveyed by mail. Thirteen (13) completed surveys were returned. There was an addition fifteen (15) Kent campus transfer students surveyed in the telephone survey. A total of twenty eight (28) completed surveys of Kent Trumbull student who transferred to the Kent Campus were used a the source of data.



Students responded to a list of reasons why they transferred to the Kent Campus. The list of reasons included;

1. Preferred staying within one institution to complete my degree program
2. Would lose credits if I transferred to another school
3. Like Kent
4. The Kent campus is closer to my home

5. Kent was less expensive than the institution I planned to attend.

6. The reputation of Kent State University in general or that of a specific academic program or school within the university.

7. The Kent campus offers the degree program I am interested in pursuing.
   Specific programs identified were:
   - Business Administration
   - Early Childhood Education
   - English
   - Special Education
   - Hearing Impaired
   - Behavior Disorders
   - Nursing
   - Marketing
   - Management Information Systems
   - Psychology

8. Other factors choosing to transfer to the Kent campus.

(see appendices for a list of responses)

Students were asked if they had intended on transferring to the Kent campus when they enrolled at Kent Trumbull. Almost half of the students who responded said that their original plans did not include transferring to the Kent campus. Students were asked to explain the reasons they changed their plans about transferring. The comments students provided include:

> I realized that a two year degree would not get me a decent career.
>
> I realized that a baccalaureate degree was in reach
>
> After completing my associates degree I believed that I could go on and get my bachelors degree.
>
> I changed my major to one that required me to continue.

Overall students rated their Trumbull Campus experience very high. Using a scale of from 1 to 10 (one being poor and ten being excellent) The ratings ranged from 7 to 10 with an average of 8.69.

Students were asked if they received an Associates degree before transferring to the Kent campus. Ten (10) students, or about 33% responded that they had received an associate degree. The specific associate degrees received by students before transferring to the Kent campus were:

Business Management
Computer Technology
Accounting
General Studies

Only a small number of students, three (3), indicated that they felt they were not prepared for the Kent campus. Two of those student indicated they were prepared academically, but not prepared for the large Kent campus environment.

Students were asked if there were any additional policies, services, and/or processes that the campuses could offer to support students. Comments centered around the following areas:

Kent campus orientation improvements.

Kent Trumbull expanded course offering to include 3000/4000 level courses.

Advising improvement and accessibility.

Sequential course offerings.

Staff training in dealing with problems.

Financial Aid Advising.

Responses from Students

Advisors need to be more helpful.

Satified

Like Trumbull, but need more programs.

Like YSU better

Moved

Need more upper division classes.

Nursing

Other colleges accepted more credits.

Phys. Therapy

No four year degrees.

Personel

Had to take developmental courses.

Electronics

Basketball team

Quarters VS. Semesters

Transients student

The tour of Kent Campus was helpful, but could have been more extensive: many transferring students did not attend, it should be mandatory.

KSUTC could offer more third and fourth year courses to make it easier for the non-traditional students to receive their bachelors degree. A lot of us have families and jobs to maintain while continuing our education.

The reason I transferred to Kent Campus, was I did not get the financial aide I needed and was not told of deferment or a possible loan I could take out for the balance due.

Better advisors to know what subjects would transfer to Kent Campus.

I was very pleased with Kent Trumbull and will miss the campus and personnel. There should be a program that educates those individuals having contact with students (office personnel). It must be emphasized that the students are their real employers, and that students should be treated with respect every time, since they are the primary source of revenue for the institution. This a key issue, not only at KSUTC, but at the main campus, and YSU.

Listen to us when we complain about the smoke in the non-smoking areas. As a result of inhaling all the smoke, I suffer from ulcers, and inflammation of the esophagus. Kent Main's White hall is smoke free, and you don't have people abusing us.

Library needs help! For a University library it is very sad that Warren Public Library has more, and is in a more up to date fashion. It is uncomfortable and noisy. Where I went to school before, noisy students were kicked out to promote a better study atmosphere. Remodeling, removing plants (anddirt) from study tables, etc. It's hard to study with plants in your face.

I was hoping that more of my hours from my two year degree would apply to my four year, but it didn't.

BEST COPY AVAILABLE

Factors in transferring to Kent Campus

Wanted to stay within one institution

To keep credits earned

Like the Kent area

The University's reputation

Transferred to access a degree program

Closer to home, and cheaper.

Because I can not complete my four year at Kent Trumbull.

None, I had to finish my degree, if not I would have stayed at Trumbull.

They have a poet in residence, more creative writing classes. I'm a writer.

Instructors inability to teach as compared to other institution in the area.

The curriculum was well organized and was able to be completed within a four year schedule.

I knew I could get through Kent Campus in two and a half years without worrying whether I could get my classes as opposed with other Institutions, where classes are a problem. I started in Jan. 1990, and will finish Dec. 1993 I could not do that elsewhere.

I completed my associate's degree at Kent Trumbull.I then transferred to Hiram for my Bachelor's degree.I have just enrolled at Kent's graduate school. I transfered to Hiram instead of Kent main to complete my undergraduate work, because more hours transferred to Hiram than Kent. In addition, Hiram offers a week- end program which better suited my needs.

Planned to Transfer to Kent Campus

Yes/No	Number of Students
Yes	8
No	5

Associate Degrees already acquired by Students

Business Administration

Business Management

Computer Technology

Business Technology

Accounting General Studies

Student Responses to the Question
(Do you feel your Kent Trumbull Experience prepared you for the challenge of the Kent Campus?)

Response	Number of Students
Yes	10
No	3
None	13

Degree Programs Students are Interested in at Kent Campus

Early Childhood Education	Education
Marketing	Business
Management Info Systems	Special Education DH/MH
Registered Nurse	Psychology
Business Management	English
Nursing	Undecided
Business Administration	

Ranges of Responses From Students	Students Ratings of Kent Trumbull Scale 1 - 10	Average
3 - 10		7.75

BEST COPY AVAILABLE